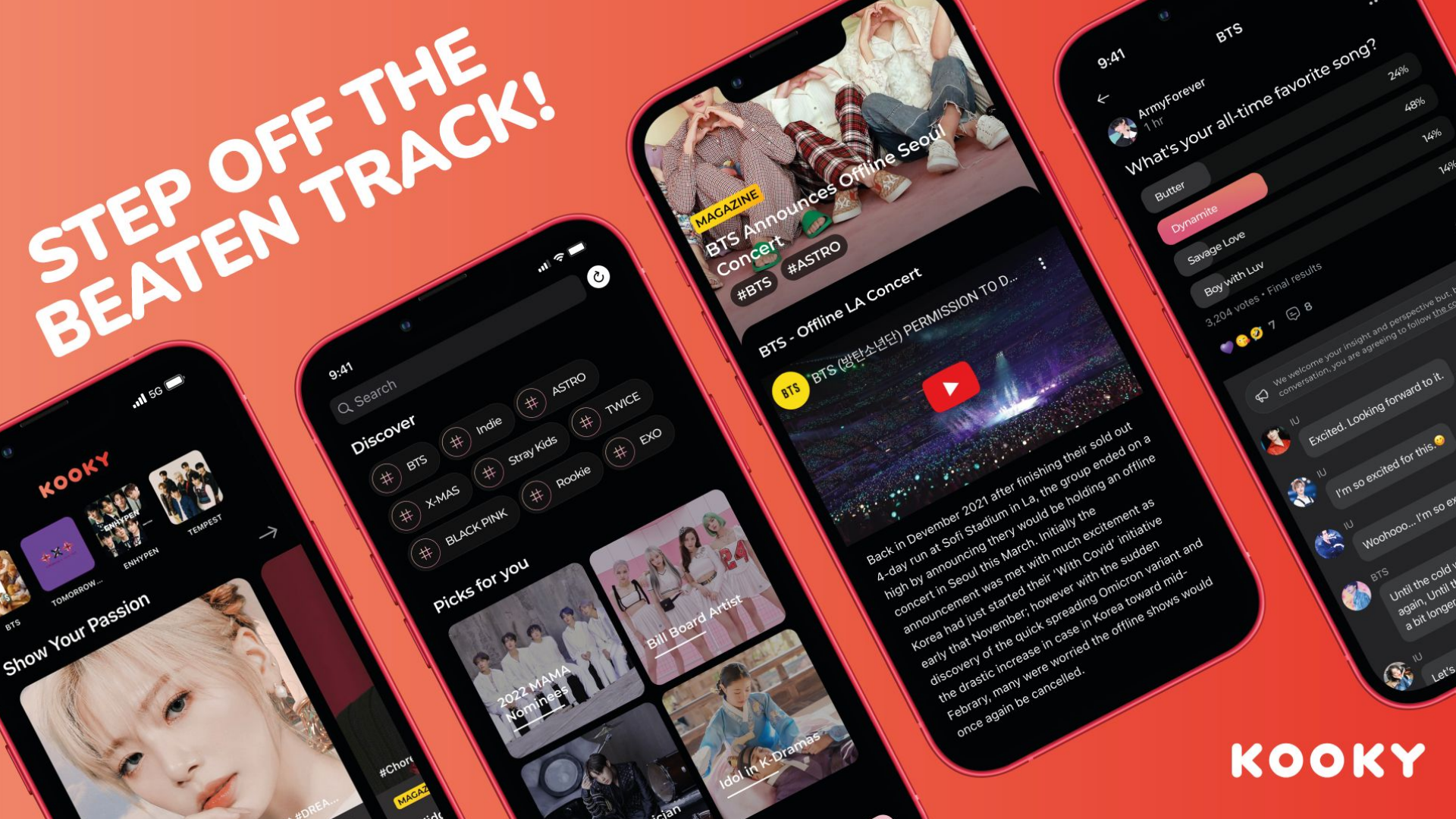




KOOKY

DEMO DAY COHORT 7

STEP OFF THE BEATEN TRACK!



KOOKY

KOOKY

Global K-Pop Platform For Intl. Fans

hami@kooky.io

I used to be a **hungry musician**



1M+

Total Streams



\$200

Total Money
Received



KOOKY

For Fans, By Fans



MAGAZINE

TAN Sunghyuk's "Romantic" Song
Recommendation | Fan Magazine #5

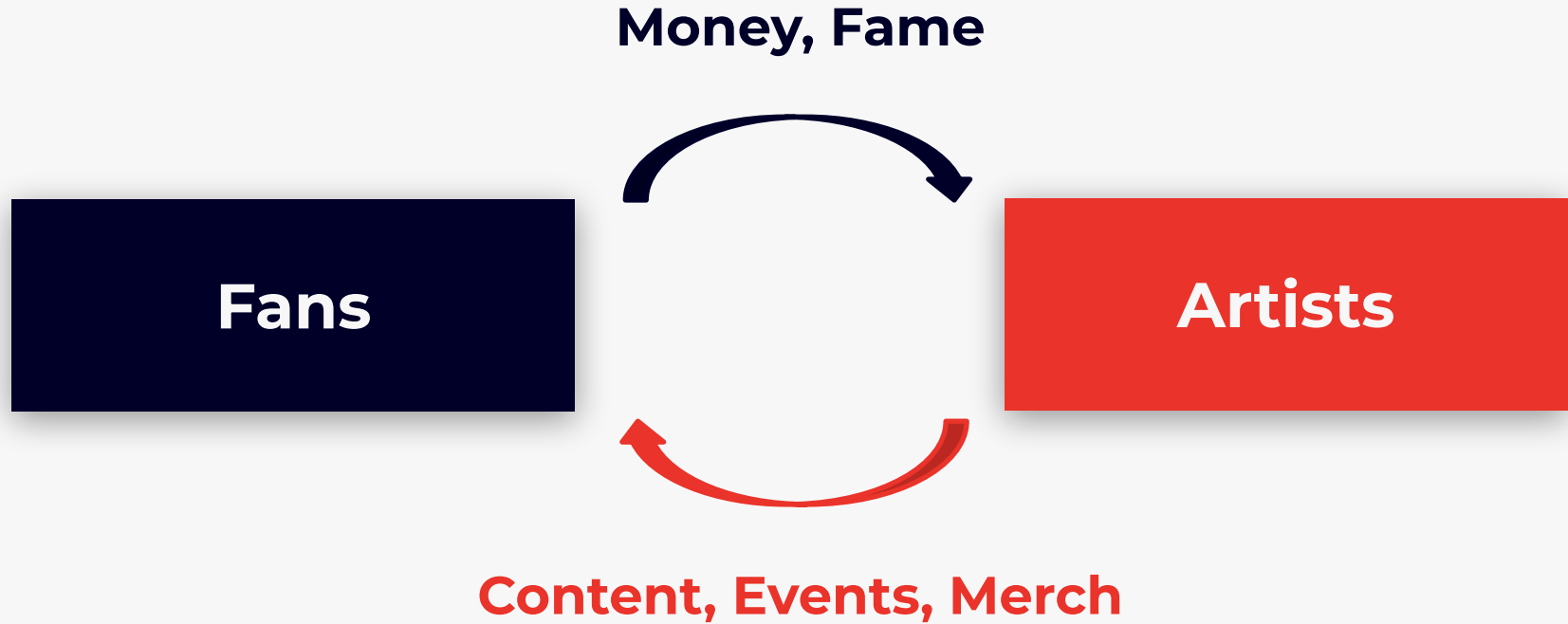


VOTE

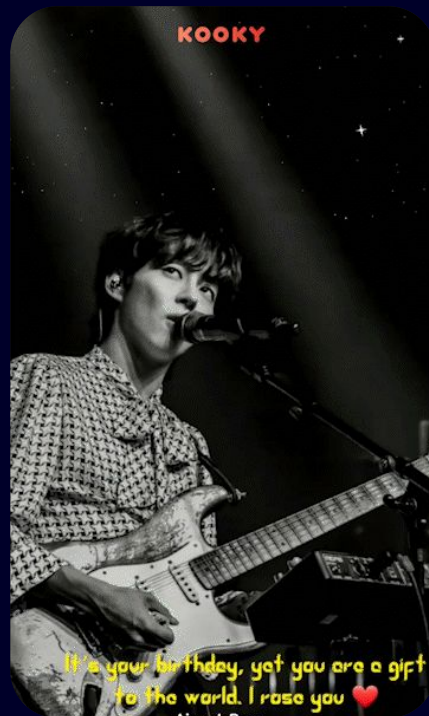
Which v
Fan-Sug

24 Likes

Network Effect



Fan-Funded Event



Artist Event



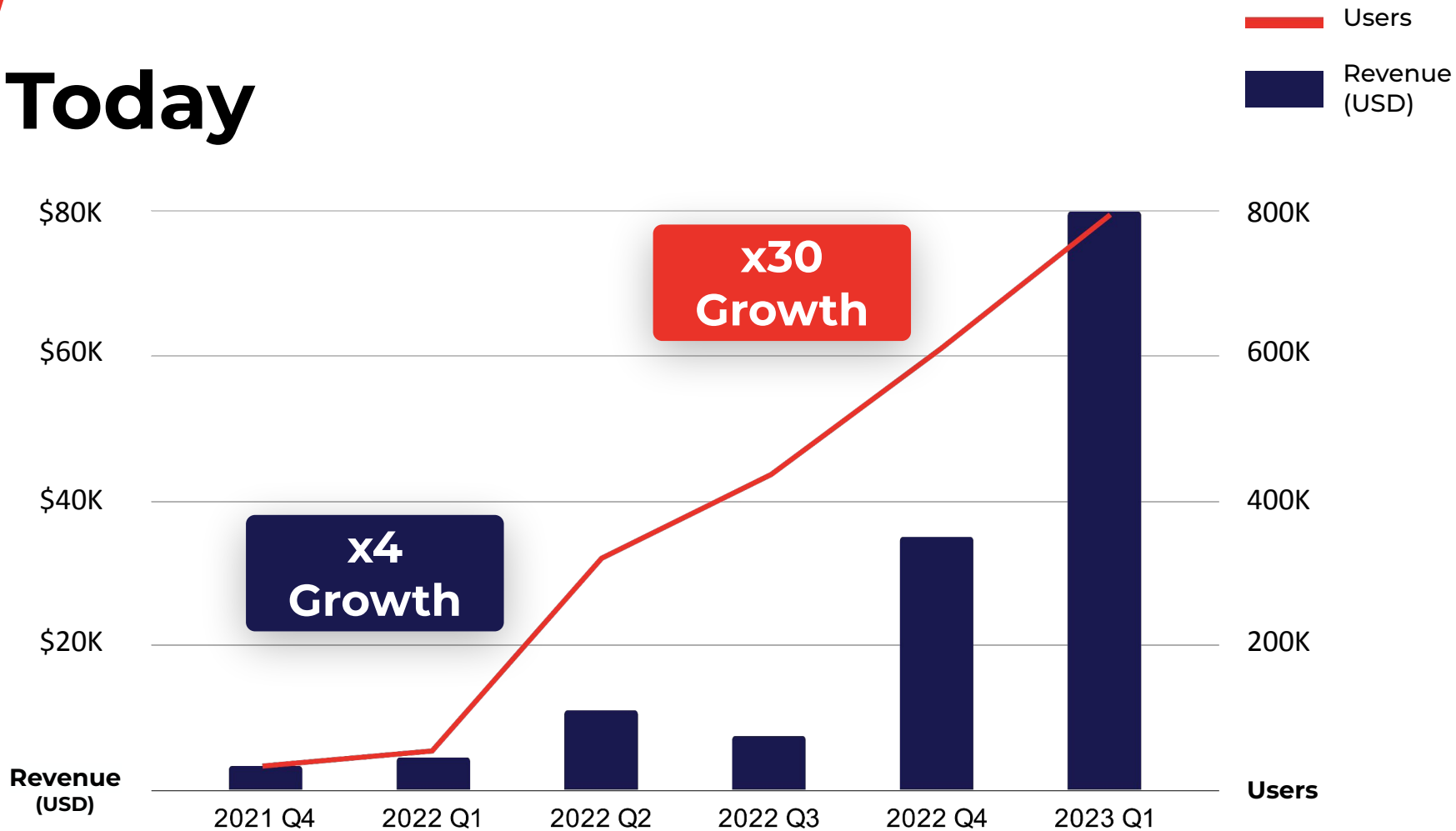
Metrics

UGC Weekly Growth : 12 % | +21,000

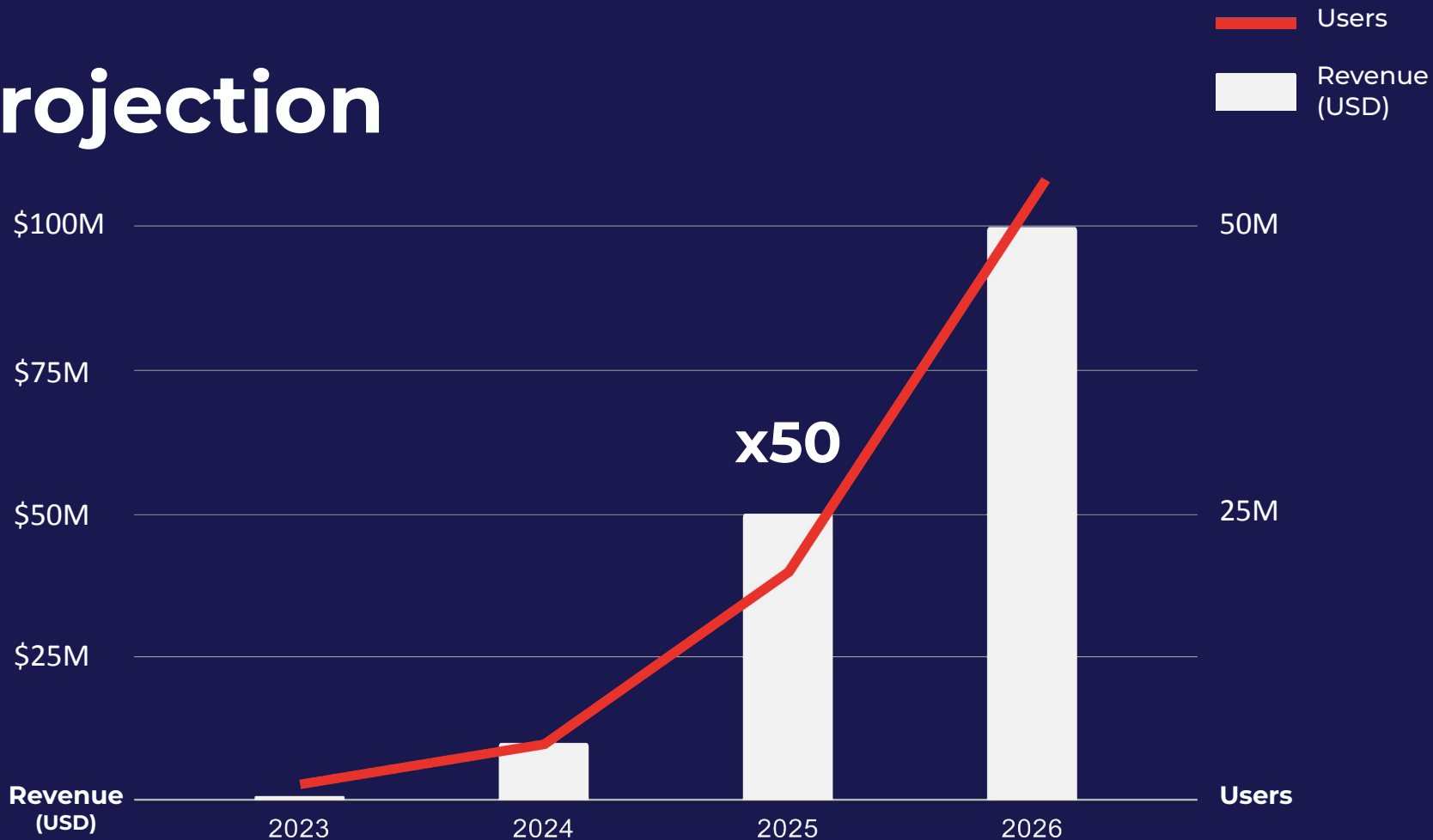
DAU Weekly Growth : 8 %

Daily Time Spent : 20 mins

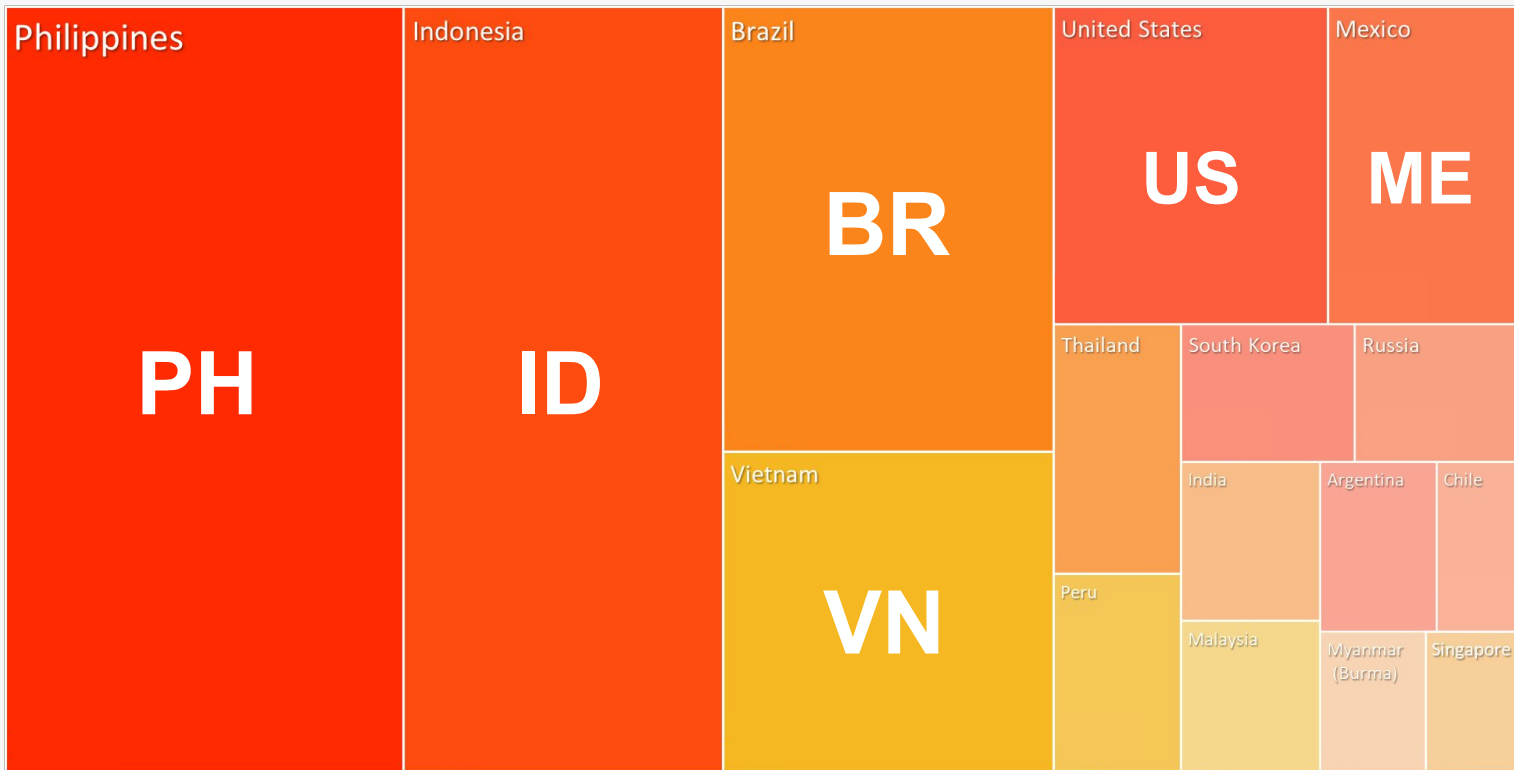
Today



Projection



USER DEMOGRAPHIC DETAILS



K-Pop MARKET

90%

Outside of
Korea

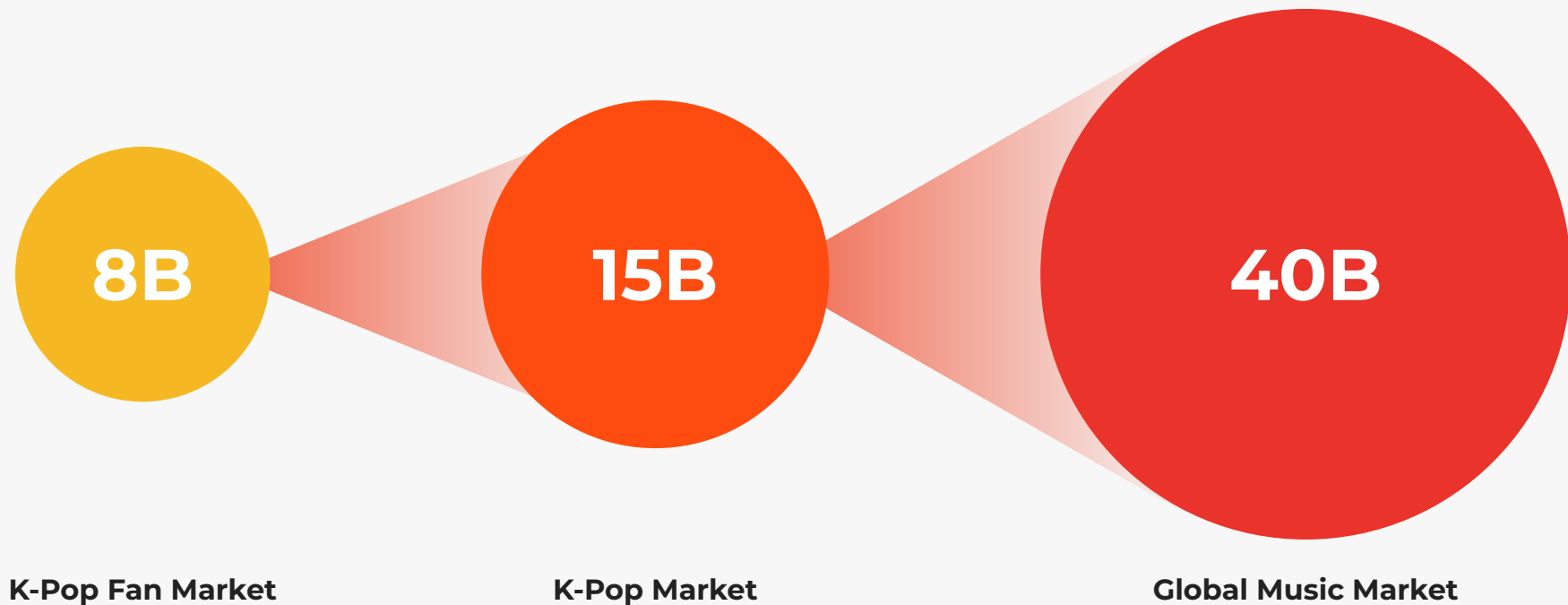
45%

Annual
Growth
Rate

150

Million
Fans

Global Market



Business Model

Vote
Crowdfunding

Exclusive
Content

Kooky : In-app Currency

B2B

Advertisement
Data Marketing
Merchandise

OUR TEAM



Hami Kim
CEO

- 5 Years in K-Pop industry as an **artist** and **producer**
- B.A., Philosophy and Statistics in SKKU



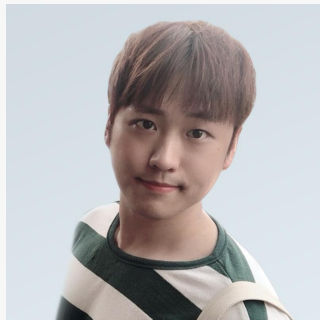
Jinseok Lee
Product Lead

- Majored in Information science and culture, landscape architecture in SNU
- **K-Pop YouTuber** with 160K subscribers



Alex Ha
Advisor

- GM, IoT, AWS
- **Head of Product, Amazon**
- **VP**, CDNetworks (acquired by KDDI for \$167M)
- Advisor, Berkeley Skydeck
- MBA, UC Berkeley Haas



Hyunki Kim
CTO

- 10 years in Engineering
- Software Developer, **Hyundai** MOBIS
- M.S., Computer Science in Hanyang University

FUNDING **ASK**

2M USD Pre A Round

25%

New Market
Expansion

30%

New Talents

20%

Content
Production

25%

Localization



K-POP NIGHT



KESAMO



KESAMO



SUPER JUNIOR	ATEEZ	STAYC
HIGHLIGHT	TXT	LUNARSOLAR
GIRLS GENERATION	ROCKET PUNCH	IVE
BIGBANG	CRAVITY	CLASSY
WONDER GIRLS	SECRET NUMBER	WEEKLY
INFINITE	ENHYPEN	WEI
EXO	PURPLE KISS	MCND
BTS	MAJORS	SIGNATURE
SEVENTEEN	MUST B	CIPHER
TWICE	XDINARY HEROES	KEP1ER
RED VELVET	HI-KEY	TAN
BLACKPINK	TEMPEST	TNX
ASTRO	AESPA	VIVIZ
DAVE	LESSERAFIM	NMIXX
IKON	LAPILLUS	BVNDIT
MONSTA X	FIFTY FIFTY	NELVING
NCT127	NEW JEANS	BTOB
SP9	ITZY	WINNER
PENTAGON	FROMIS 9	GOT7
KARD	CHERRY BULLET	MONA
GOLDENCHILD	EVERGLOW	WINNER
MAMAMOO	AB6IX	NUEST
STRAY KIDS	WOOJAH	ZE4
(G)DLE	TREASURE	TW99
LOONA	PIHARMONY	JUST B

KESAMO

2ND MARCH 2023
10:30PM - 2AM

133 CECIL ST, CHERRY DISCOTHEQUE

PRESALE TICKETS

\$25 **\$30**
 1 DRINK 2 DRINKS

DOOR \$35 1DRINK

BROUGHT TO YOU BY

KOOKY
CHERRY

Today, 11 PM - 2 AM



Register Now,

Get Free Drinks!

케이팝을 사랑하는 사람들의 모임



一群热爱韩国歌曲的人

STEP OFF THE BEATEN TRACK AND GO KOOKY!

